

Brinker to speak at NRA Show, sign copies of autobiography

CHICAGO — Norman Brinker, founder and chairman of Dallas-based Brinker International, will speak about his career highlights and sign copies of his new book on Monday.



Norman Brinker, chairman of Brinker International, has written his autobiography.

credited with launching the multiunit casual-dining segment in the 60s, will speak from 10 a.m. to 11:30 a.m. at McCormick Place. He will also sign copies of his new book, "On The Brink: The Life and Leadership of Norman Brinker," from 12 p.m. to 1:30 p.m. at the Coca-Cola Co. Exhibit Booth.

Brinker's autobiography, which he co-wrote with Donald T. Phillips, tells the story of Brinker's life, from his beginnings as a busboy with the Jack in the Box chain to the role he played in building restaurant concepts like Steak 'n Ale and Bennigan's. The book is scheduled to be published this month.

Many of Brinker's former executives adopted his leadership style and then went on to run other major restaurant chains. Chapters of his book dealing with his business achievements close with "Brinker's Principles."

For his entrepreneurship in restaurant development and his marketing savvy, Brinker was once recently inducted into the

Sales and Marketing Executives International Academy of Achievement during the seventh annual Pinnacle Awards program in Oklahoma City.

Brinker was born in Denver and raised on a farm near Roswell, N.M. Despite his modest surroundings, he paid his own way to the New Mexico Military Institute and won a berth on the U.S. International Equestrian Jumping Team, which began his lifelong passion for polo.

In January 1993 Brinker suffered a near-fatal polo accident, which left him paralyzed. Although his doctors predicted that he would be in the hospital for at least two years, he returned home in four months. He has often attributed his remarkable recovery to the application of the same principles that made him successful in business.

Brinker International, which operates more than 550 restaurants, is the parent company of Chili's, Romano's Macaroni Grill, On The Border Cafes, Cuzzamel's, Maggiano's and Corner Bakery operations.

Phillips is the author of "Literate on Leadership," an appraisal of Abraham Lincoln's style of leadership and the ways it can be applied in today's world.

day, May 26, at the National Restaurant Association's trade show here.

Brinker, who is often

King's Restaurant group marks 50th anniversary of unit with new launch

KINSTON, N.C. — The third- and fourth-generation operators of King's Restaurant group will mark the 50th anniversary of the founding of the original sandwich-and-barbecue unit here with the launch of their fifth restaurant.

Set to debut in Jacksonville, N.C., the last week of April, the newest King's unit also signals the beginning of a planned expansion to other eastern North Carolina markets, including a shop in coastal Wilmington.

"This is a terrific year for the King family," said Wilbur King Jr., whose grandfather, Frank King, built the Lenoir County service station, which began serving hot dogs on Feb. 13, 1946.

The operation grew into a sit-down restaurant later that year when Wilbur King Sr. added barbecue and plate lunches to the menu in response to customer demand, King added.

Since then, the King family's "Carolina-style" barbecue has been smoked in several generations of outdoor pits both outside of and inside the restaurant.

King's son, Will, oversees the Cook Express operation,

which ships the family's famous chopped-pork barbecue, vegetables and sauces across the nation, King said.

The main restaurant and three takeout satellites generated approximately \$5 million in revenue during the group's 48th year, King said, but that number will grow with the opening of the fifth unit, he added.

Lone Star Park racetrack taps Hershorn as new chef

GRAND PRAIRIE, Texas — Patrick Hershorn has been appointed chef at the new Lone Star Park, a \$96-million racetrack under construction in this Dallas suburb.

Hershorn, who since 1991 had been the corporate chef and special events planner at Westcott Communications in Carrollton, Texas, will oversee foodservice at the Post Time Pavilion, a 36,000-square-foot facility that was scheduled to open May 3 and will include

King said he has an 8-year-old granddaughter already preparing to make her mark as the family's first fourth-generation operator.

"As soon as she gets to the restaurant, she grabs a stack of menus and starts working with the servers but we can't call her an employee until we start paying her," King remarked.

a sports bar, a casual-dining area and television simulcasts from other racetracks around the nation.

Hershorn had served previously as executive chef at the Dallas Museum of Art and as executive sous chef at the now-closed Atlantic Cafe Two in Dallas.

Mark Venezia, food-and-beverage manager for Lone Star Park, said Hershorn would be in charge of hiring the foodservice staff and would plan menus and private parties at the facility.

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